

The ROYAL STANDARD

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New M. A. D. Club Three Years Old

Just three years ago a great institution in the Royal Typewriter sales organization was re-born. In December 1922 it was announced that the Royal Machine-A-Day Club would again function, and the acclaim that this announcement received from every sector of the sales field proved the popularity of the club.

The Machine-A-Day Club goes far back to the early days of the Royal organization, when the Master Model No. 10 was not even dreamed of. If you were in the field in those days, you will not have much difficulty remembering the task it was to push a brand new product against a market so completely sewed up as was the typewriter business. Then the Machine-A-Day Club was formed to represent the acme of achievement—the goal to which all Royal salesmen aspired.

Few of them reached it—it was a triumph to make it once or twice in a year. Yet all real salesmen pointed their efforts at the M. A. D.

During the more or less frenzied days of the World War, with the disrupting of the organization, the shortage of typewriters, and other disturbing factors, the Club was discontinued, but in December 1922 it was reorganized—and since that time has grown in favor and membership far beyond its original proportions.

We give this brief history of the Machine-A-Day Club because, as it enters a new year of its existence, every member and every man with a desire to be a member (and this should include the entire sales organization), should know its story—its background and its traditions.

WHAT M. A. D. MEANS

Machine-A-Day means leadership—prestige—honor—and more substantially, money.

Membership in the club indicates an ability to succeed as a typewriter salesman—a definite proof that you are above the average—that you have already passed one of the goals of achievement in the business you have chosen for your livelihood.

A Machine-A-Day ring on your finger is something you can point to with very justifiable pride—and a line of gold seals on your membership certificate more than confirms your success.

Many Royal salesmen use their club certificate in an interview. It raises a customer's opinion of a man to know that he is no ordinary or garden variety of salesman, but a chap who has come far in the typewriter line—and one who KNOWS HIS BUSINESS.

Aside from all this, it is the Machine-A-Day list which has furnished a great number of managers to the sales organization. A steady, machine-a-day repeater is marked—noticed. He is slated for bigger things. He is a producer and a money maker. After all, the machine a day is but an imaginary line that separates the peak men from the average salesmen.

Machine-A-Day is no longer the top flights to which a salesman may aspire, but a definite boundary line between the mediocre and the successful. As such it has even greater significance than it did in the old days.

THE CLUB'S REAL GO-GETTERS

On this third birthday of the Machine-A-Day Club, we want to do honor to a number of men. There is no praise high enough to bestow upon them—for they have been infallible—have surmounted obstacles and met difficulties. You know who they are. The four men who have made the club every single month—summer and winter, since its rebirth in December, 1922. Their pictures appeared in the galaxy of charter members. Their names have appeared each and every one of the thirty-five months since then.

Up on your feet and give three cheers for the finest quartette of typewriter men that ever gave a demonstration:

D. J. Allingham. M. V. Miller.
H. F. Brainerd. J. T. Wellman.

Paul W. Jones of Kansas City entered the organization only a month after the club began to function—and has repeated every time since—He shares their glory. We also give a list of the men who made a .667 average or better twenty-four months out of thirty-six.

H. E. Burton G. M. Guest
E. G. Dodge J. Schwartz
T. M. Gleason

The coming year will be the biggest one the Machine-A-Day Club has ever seen. Get into the swim.

A Turn in The Tide Royal is Across

In the histories of many great enterprises there has been a definite point where, after pulling against a tide of public indifference, public ignorance, or even public prejudice, the tide has suddenly reversed and they have been carried on its crest to huge success and remarkable growth.

Usually they have been advertising nationally for years before this turning point. Usually they have attained great success purely through intensive and extensive effort without regard to any state of public opinion.

But when that turning point of public recognition and favor arrives, they pick up sales momentum many times more rapidly than they have done before. The first place where this change is felt is, naturally, in the field—by the salesmen in their contacts with customers.

Years of strenuous advertising and sales effort may yield no apparent fruit beyond a fair success, when suddenly this change comes and the cumulative effect of all this effort sweeps the company into a period of hitherto unknown prosperity. Some such change has occurred in the past year, and even in the past several months, to the Royal Typewriter Company.

For ten years and more we have watched the steadily growing popularity of the Royal No. 10—the finest typewriter ever put into an office. The sheer merit of the Royal opened a way into a multitude of places, and intelligent, active sales effort made the most of it. It has been largely a constructed growth. It has not been created by a wave of public fancy. It has been a hard battle. The Royal has put millions of dollars in advertising and thousands of years in the combined sales effort of a great organization into its progress.

As with many leading enterprises in different fields, the break had to come. This continued effort has at last reached the goal at which it was aimed.

It is a pleasant feeling to sit at the oars of a boat and suddenly feel the tide or current turn with you and carry you along.

SOME CONCRETE EVIDENCES

Here are a few little evidences out of a myriad that have occurred which show more clearly than anything else that we are riding with the current now:

A man who has been in the newspapers for years as salesman for a news syndicate says, that no fewer than thirty different newspaper men have mentioned to him during his last trip the fact that there was a "new" typewriter running wild in the newspaper field—The Royal.

A casual acquaintance, who had no knowledge that the writer was in the typewriter business, but who, himself is the purchasing agent of a large paper house, upon passing the sign on Broadway, said: "Those Royal people have surely made great strides in the past year."

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Merry Christmas and
Happy New Year to
Royal Representatives
Everywhere. May your
efforts in the coming year
bring even greater success
and prosperity than you
have enjoyed in the record-
breaking year just closing

Royal Typewriter Company, Inc.

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"They've driven out every other type-writer in our town."

Two men, standing in front of the display in the Royal's New York window, both prosperous appearing business men, were overhead. One said, "We just put in a couple of those Royals. The girls think they're great." The other said, "Yes, nobody ever heard of them a year ago. They sure did a good job."

A girl in the employment department said, "You've got to be a Royal operator now to get a good job."

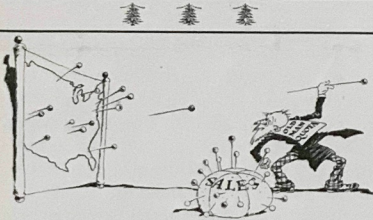
A teller in a bank said to a Royal employee, "So you're with the Royal Typewriter Company. Say, you people must be putting an immense amount of money into advertising this year. Everywhere you go you see a Royal advertisement."

And so it goes with all stations and conditions of men.

The wonder of it is that, while we have gone ahead exceedingly in the past year, it has been no more than one of a chain of years, each with its measure of Royal Progress. Nor has the amount of Royal advertising been increased in any great proportions.

It is simply that the wave of public favor has at last caught the Royal Typewriter, and we are at last riding upon a crest which we have labored for years to create. From all over the world these same reactions are reaching us. Now at last real effort can attain its maximum results.

Realize right now that years of effort and millions of dollars' worth of advertising have at last carried us to the crest that rides with the tide—and **REALIZE ON IT SUBSTANTIALLY IN MONEY**, for you today are the heir of this great good fortune.



Sales Manager's Column

Quite naturally, the one thing that comes to mind first—and the big thing—is the close of the year's business. We are looking for a crowning achievement in December that will send all past records slinking out of sight.

It wouldn't do to come through with a half-hearted effort after a year so replete with sales triumphs as 1925 has been.

With the Great product we have to sell—with the tremendous increase in its popularity in the past year—with a sales organization that has now reached its peak of efficiency, there is no reason why a record should not be made in December.

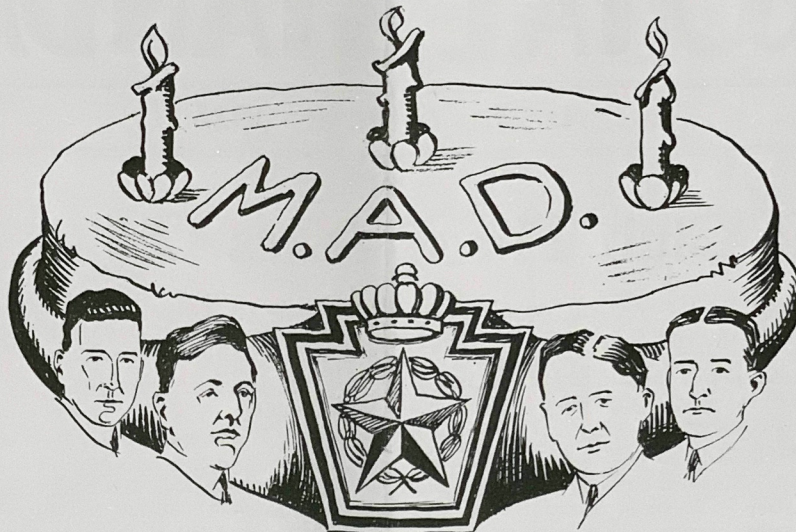
Yet, I want to say without the fear that this will be used to alibi any unsatisfactory performances, that December has proved a stumbling block to many an organization and many an individual with less determination and ambition to come through.

The holidays are mental hazard that must be overcome. It's like driving to the edge of that water hazard on the twelfth hole of the golf course after coming all the way around in par—and then getting suddenly weak and popping half a dozen Silver Kings into the middle of the lake.

But they're just a mental hazard—like the lake—where a little sand on the hands—a little tighter grip on the club—a little more hearty wallop—sends the ball soaring onto the green.

Statistics shatter the holiday alibi. December all around is one of the very best

A Prize Birthday Cake

D. J. ALLINGHAM
New YorkM. V. MILLER
PittsburghJ. T. WELLMAN
LouisvilleH. F. BRAINERD
Hartford

Thirty-Six Consecutive Months Machine-A-Day

buying months of the year. It has proved so in our own organization.

I promised Mr. Smith—before witnesses, mind you—the healthiest December the Company has ever had.

Are you with me? LET'S GO.

It is a real pleasure to note the excellent work of Mr. Pettit, recently appointed Chief of the Denver sector. Pettit was a star salesman at Kansas City up to a month ago, when he took over Denver, and if his first month means anything, Denver will be overflowing with Royals before many moons.

We at the Home Office hope that Managers Knox and Knott enjoyed their visit to headquarters as much as we enjoyed their all too short stay. Walter Knox, of course, is a familiar figure in the New York office, having spent many successful years here in sales capacities. His old associates give him an enthusiastic welcome and were happy to congratulate him upon his fine work at the head of the sales force in the Auto City. Give our regards to Henry, C. W., and sell him some more Royals.

Although a Royalite for a comparatively short time, Knott of Toledo is already one of the most rabid and enthusiastic boosters for the Royal Typewriter and the Royal Typewriter organization. We wish more of you men in the field could meet him. He just radiates pep and Royal spirit. He already has a half-Nelson on the big business in Toledo, and if he does what both he and we expect him to, he'll get the toe hold, a scissor and a headlock on it and simply crash competition to the mat.

Both Knox and Knott visited the Factory during their stay at Headquarters, and came away, as visitors usually do, marvelling at the perfection that has been attained and the super-quality which is built into every Royal Typewriter that leaves the plant. Both went back on the job on fire with ambition to beat all past results in the year to come.

In last month's issue, we snooped around after hearing that a contest was on among some of our young huskies of the middle west, and discovered Cincinnati, Minneapolis, and Milwaukee at each other's throats. Now we find that Columbus too, has joined the melee. That makes it a foursome—all very evenly

matched—with no edge at all except sales ability—and a free-for-all to prove who has the best of that.

Milwaukee with Battling Bill Partee at the head, ran away with the November scramble. The other three were so very close together that it was almost impossible to push a single sale between. Platz, Kinnamon, and Bailey—the Captains of the defeated teams—"wow wicked vengeance."

This is Mr. Courtney K. Schill, new Manager of the Newark Branch. Meet him, boys, shake his hand and give him an enthusiastic welcome into the fraternity of Royal Managers. Schill sold typewriters in the Metropolitan Branch before going to Newark, and we expect him to give a fine account of himself.

Mr. Schill
New Newark
Manager

Glenn Lawless, veteran manager at Davenport, has received a well merited promotion. He now controls the Royal Destinies at Omaha. He knows the typewriter business literally from A to Z and has shown during his years at Davenport, excellent records. At Omaha he ought to be a serious contender for high quota honors.

Saint Louis came through with a grand rush to finish the month of November well past quota—and add four Machine-A-Day men to the Smokit Winners. Manager White, and Salesmen Reynolds, Sparwasser and Kennedy were the plucky go-getters who came in with the bacon. The "49th State" as these somewhat vainglorious St. Louisians style themselves—almost justified a state charter with that whopper of a month.

Mr. Fred G. Kennedy has been promoted to the premier national accounts berth under Mr. Larsen at Chicago. Fred is one of the best liked and most successful typewriter men in the business. In his capacity of Assistant Sales Manager he visited many of the offices in the middle and far west. Chicago, however, is his old stamping ground. Ten years ago The Royal Standard many



F. G. Kennedy

(Continued on page 3)

SERVICE CONTEST FOR OCTOBER, 1925

DIVISION No. 1

"BOSTON SCORES FOR OCTOBER"

Boston with a well timed sprint made first place for the month of October. This is the second time this year that Foreman Johnson has led his men to victory. The top place in the first division is certainly an honorary position.

Our friend Mr. Tomek at Chicago is waiting for a chance to grab back position number one. He worked hard as usual during October and made second place. Boston was a trifle ahead.

The "St. Louis Steamroller" pushed its way up to third place. The above three Departments certainly can claim being consistent. Every month you will find one of the above three capturing some of the honors.

Below is a list showing the respective standing of each Department.

- | | |
|---------------------|----------------------|
| 1—Boston 9* | 12—Baltimore 8* |
| 2—Chicago 10* | 13—Atlanta 8* |
| 3—St. Louis 10* | 14—Minneapolis 10* |
| 4—Detroit 10* | 15—Indianapolis 7* |
| 5—Cleveland 10* | 16—New Orleans 10* |
| 6—Hartford 8* | 17—Los Angeles 5* |
| 7—Buffalo 5* | 18—New York 4* |
| 8—Pittsburgh 9* | 19—Washington 5* |
| 9—Louisville 7* | 20—Kansas City 7* |
| 10—Cincinnati 7* | 21—Dallas 5* |
| 11—Philadelphia 8* | 22—Portland, Ore. 1* |
| 12—San Francisco 4* | |

DIVISION No. 2

Our Foreman, Mr. Hoffmann, who handles our Scranton Service Department has been trying hard to make first place for the last six months. He finally won the grand honor for October. His percentage shows that this was accomplished by nothing but "hard work." Every Foreman should aspire to win first place at least once a year!

Following close on the heels of the winner were our friends Mr. Wisener and Mr. Arpen of Dayton and Jacksonville who share second place together for October. Both of these men earned mighty fine percentages and there is plenty of praise to share between them.

Fort Worth is due for third place honors for that month. Foreman McKay not only tries for 100% each month but he goes after the big prize as well.

Below is a list showing the respective standing of each Department:

- | | |
|--------------------------|---------------------|
| 1—Scranton 4* | 20—South Bend 2* |
| 2—Dayton 4* | 21—Davenport 3* |
| 3—Jacksonville 5* | 22—Omaha 2* |
| 4—Fort Worth 2* | 23—Albany 2* |
| 5—Bridgeport 10* | 24—Akron 2* |
| 6—Wichita Falls 2* | 25—Fort Wayne 2* |
| 7—Birmingham 10* | 26—Richmond 5* |
| 8—San Antonio 5* | 27—Waco 2* |
| 9—Bangor 5* | 28—Rockford 2* |
| 10—Youngstown 6* | 29—Denver 2* |
| 11—Springfield, Mass. 6* | 30—Seattle 1* |
| 12—Houston 3* | 31—Erie 2* |
| 13—Grand Rapids 4* | 32—Providence 2* |
| 14—Johnstown 2* | 33—Duluth 3* |
| 15—Milwaukee 3* | 34—Oakland 4* |
| 16—New Haven 5* | 35—Toledo 4* |
| 17—Rochester 4* | 36—Memphis 1* |
| 18—Little Rock 4* | 37—Evansville 1* |
| 19—Worcester 4* | 38—Portland, Me. 2* |
| 20—Springfield, Ill. 5* | 39—Harrisburg 7* |
| 21—Des Moines 5* | 40—Peoria 2* |
| 22—Columbus 2* | 41—Wilmington 2* |
| 23—Fresno 3* | |
| 24—Newark 6* | |

CANADIAN SERVICE DEPARTMENTS

Both Montreal and Toronto missed the 100% mark by very slight margins for October. Mr. Cox and Mr. Edwards certainly made a big try for the 100% mark. Better luck next time. These men share honors for first place, both making the same percentage. Ottawa was a poor third but we feel sure that this Service Department will buckle up and work as hard as the other two energetic Canadian Departments.

- | | |
|---------------|-------------|
| 1—Montreal 1* | 2—Ottawa 3* |
| 3—Toronto 2* | |

Dealers Win Again

Royal dealers versus November business was hotly contested to the last name on the dotted line. Anderson Typewriter Company, Carolina Typewriter & Office Supply Company, Frank J. Haberle and Tacoma Stationers made quota touchdowns in the final minutes of play, thus breaking the tie and making another victory possible for the Royal men. "Warrior" Prior did not cross the line and should be strong for the December game. This is the first time this season he was unable to make a touchdown. Plenty of action was furnished by R. G. Nichols, who did not score but helped make the victory possible.

The seventeen Royal dealers who crossed the line for quota touchdowns may well feel proud of their achievements. Here are their names:

Anderson Typewriter Company 5*
Carolina Typewriter & Office Supply Co. 3*
Roy A. Davis 11*
J. C. Duell Sales Co. 11*
Gerrie Press 4*
Gustafson Typewriter Exchange 3*
F. J. Haberle 5*
H. D. Happy 3*
L. Hill (Canadian Dealer)
W. E. Jackson 4*
Kirkpatrick Company 6*
Office Supply House 3*
Parker's Book & Music Store 8*
T. H. Payne Company 6*

H. J. Roof 11*
Tacoma Stationers 6*
Typewriter & Office Supply Co. 8*

Every Royal dealer should get in the final game against December and try for a quota touchdown. There will be plenty of opposition but we are confident that our team will roll up a big score. Let's go!!

DEALERS' NEWS

Our Raleigh distributor knows there is Royal business to be had in each town in his territory and is giving his dealers an opportunity to share in the progress being made by the Royal in North Carolina.

President King advises us to watch the records made by Joseph J. Stone & Company, Hinkle-Lancaster Book Company, Moore Book Company, Alamance Book & Stationery Company, Smith Stationery Company and S. V. Morton, Jr. "Yes sir, you bet we will," is our answer.

It's a tough break to miss quota by one Royal but this is what happened to Bernard A. Carlin of the Old Dutch Company. He is one of our new dealers with headquarters at Mobile. We are rooting for him to make it in December.

DO YOU HEAR ROYAL RADIO PROGRAMS?

Our Logansport dealer has sent us the following newspaper clipping:

"According to Russell Swadener, a local agent for the Royal Typewriter Company, an added feature of the Royal Typewriter Company service is the broadcasting of the Royal hour of music by the Royal Typewriter Salon Orchestra, under the direction of Bernard Levitow.

"Every Thursday evening, from 9:30 to 10:30 Eastern Standard time or from 8:30 to 9:30 Logansport time, through radio stations WJZ New York, WGY Schenectady, and WRC Washington, tune in on any of these three stations for an enjoyable hour of light and popular music.

"Mr. Swadener would appreciate, for the Company, a postal card from any of the radio audience reporting on the reception together with suggestions for improving the program."

Have you heard the Royal orchestra? If so, where are you located?

Mr. Harry E. Hammel, proprietor of the Typewriter Shoppe, was appointed recently as a sub-dealer by the Walsh Brothers, our dealers at Phoenix, Arizona. This dealer also advises that Mr. George R. Gibson and Mr. H. T. Weeter have joined the Royal ranks.

Mr. J. R. Raeburn has taken over the Hagerstown branch of the General Typewriter Exchange and is now our dealer at that place. Best wishes are extended to him for success in his new enterprise.

DEALERS MAKING M. A. D. FOR OCTOBER

Mrs. S. D. Hendley. Mr. W. W. Prior.
Mr. L. R. Barber. Mr. H. J. Roof.
Mr. J. E. Gaffaney. Mr. A. Wattell.
Mr. R. Haugaard. Mr. R. R. King.
Mr. R. K. May. Mr. R. G. Nichols.
Mr. R. N. Pound.

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times showed "F. G. Kennedy" on the M. A. D. List, and in his new capacity, Fred's will again be a familiar and oft repeated name.

Mr. H. W. Swaisgood, whose picture is shown, takes Mr. Lawless' place at Davenport. He is a new man with the Royal organization, but our Mr. Thrasher, Asst. Sales Manager, tells us he has a fine selling record behind him. We are sure he will be a valuable addition to the force.



Mr. Swaisgood

We learn that, besides being a three star salesman, Bill Partee, manager of our Milwaukee office, has become an exceptional trainer of salesmen. Partee is one

of the real "comers" in the Royal organization. Notably a cracker of hard "nuts" and cutter of the Gordian Knots of competition, he has taken hold of some of the most difficult territories and cracked them wide open for the Royal by his own exceptional sales ability. Now he develops another trait—that of an excellent sales trainer. We're all for you, Bill.

We should have told you last month of Mr. Shumway's promotion from the Peoria office to the management at Duluth.

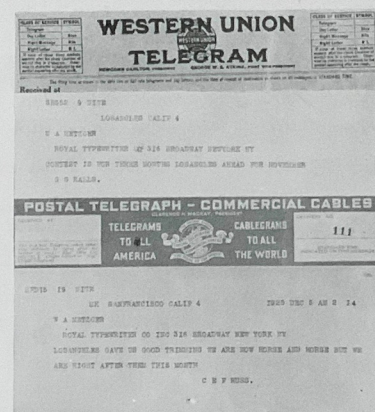
Mr. Shumway is another neophyte in the Royal ranks whose enthusiasm and fire are making some of the older managers' records look small. Winter time at Duluth IS WINTER, but Shumway, if he holds true to form, will make it hot for Hon. Competition there.

To complete our rather long list of appointments for the past month and a half, permit us to congratulate Mr. Anderson upon his promotion to the management of the Des Moines office. Anderson, a successful salesman at Milwaukee, has all the earmarks of a real Royal Manager, and before very long, his name and that of Des Moines will surely be up among the quota offices.



Mr. Anderson

THE "LOW-DOWN" ON THE SAN FRANCISCO—LOS ANGELES CONTEST



Last month you will remember we told you that George Ralls and C. E. F. Russ challenged each other to a battle Royal for the Coast Championship. San Francisco drew first blood in October, and, from the telegrams reproduced above, you will see that Los Angeles turned the tables in November. As Russ says—they are now "horse and horse"—and we are watching the sales reports for December with the same anticipation that you wait before the radio to see if Princemuth made that touchdown.

Royal at Kansas State Fair



Our thanks are extended to the Coleman Typewriter Company of Wichita, Kansas, for the photograph which is reproduced for the benefit of our other dealers. It shows the booth of the Royal dealer at the Kansas State Fair.

Mr. John P. Wolf, manager of the Reno Typewriter Company, a sub-branch at Hutchinson, arranged the display and is responsible for the novel effect obtained by using part of the Royal 24 sheet poster.

Royals were sold at the booth and many others were sold when the salesmen of the Coleman Typewriter Company followed up the prospects whose names were obtained when they stopped for a demonstration of the Easy Writing Royal. Wichita is one of the Royal strongholds in the State of Kansas. Persistent and systematic canvassing by the Coleman Typewriter Exchange as well as by their sub-dealers is the reason why the Royal is so well known in this dealer's territory.

ON CHRISTMAS EVE

THE ROYAL TYPEWRITER RADIO ARTISTS will attempt their most pretentious offering. With a symphony orchestra, under the direction of Bernhard Levitow, four well-known vocal soloists, and an oratorio chorus of sixteen voices, the ensemble will render Handel's "Messiah." It will, without doubt, be the best feature of the radio year. WJZ's tremendous super-power station, just put into operation, will reach out almost to the Pacific coast with local volume. We urge you to listen in and ask your friends to do the same, if they want a real treat.

Assembly of New Royal Dealers for Germany



In the German Republic the Royal typewriter is today represented by an organization comprising seven dealers, each of them operating independently but all working together in a spirit of co-operation that is worthy of the highest praise.

These new dealers were recently appointed by our Foreign Sales Director, Mr. T. T. Malleson and it has been a source of gratification for us to observe how earnestly they have all begun their work of re-establishing the Royal typewriter business in their respective territories on a sound and permanent basis.

In order to facilitate the greatest possible development of Royal typewriter sales, Germany has been divided into

seven districts. The following dealers have jurisdiction over the respective districts:

Friederick Magnus Nfg. with headquarters at Drususgasse 3, Cologne.

Anton Bernstein, with headquarters at Ernst Albersstrasse 19, Hamburg-Wandsbeck.

Chr. N. Schad, with headquarters at Theatinerstrasse 47, Munich.

Bruno Hahn & Co., G.m.b.H., with headquarters at Dittrichring 16, Leipzig.

Deutsch-Amerikanischer Buromaschinenhandel, G.m.b.H., A. Kricke, with headquarters at Friedrichstrasse 191, Berlin.

Buro Richter, with headquarters at

Hundegasse 91-92, Danzig. This firm is the newest of the dealers, the news of the appointment having reached us only a few days ago.

Georg Wilkens, with headquarters at Grunstrasse 21, Breslau.

As will be readily observed, our dealers' headquarters are located in the principal industrial and commercial centers of the German Republic. From these cities, the Royal dealers will cover the outlying territory in each of the districts through their own branches and through sub-dealers.

For the purpose of discussing the various phases of Royal business, the first convention of the new dealers was held at

the Excelsior Hotel in Berlin on October 26 and 27. The meeting was a decided success, each of the delegates having derived much benefit from the discussions that were held. This exchange of ideas will unquestionably prove mutually helpful to all of the dealers in their everyday work of developing our mutual interests throughout Germany.

The photograph reproduced at the right shows the delegates present at the convention. Reading from left to right, the gentlemen in the photo are: Mr. T. T. Malleson, Mr. Anton Bernstein of Hamburg, Mr. J. M. Rukin, representing Messrs. Bruno Hahn & Co. of Leipzig,

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ROYAL SALES WELL ORGANIZED IN URUGUAY

For several years past the sale of Royal typewriters in Uruguay has been in the very good hands of Messrs. Lamson Paragon (South America) Ltd., with headquarters at 25 de Mayo 410, Montevideo. The Montevideo company is a subsidiary of the Lamson Paragon Supply Co., Ltd., of England, known the world over as makers of the "Paragon" looseleaf devices and modern accounting systems.

Our friends in Montevideo have built a splendid reputation for themselves during the four years in which their own organization has been established there. The Montevideo company has Mr. A. E. Goode as Manager, with a staff of 22 persons under his direction. We take great pleasure in reproducing at the right a photo of the staff, taken a short time ago. Reading from left to right, those in the front row are: Mr. Lopez Martinez, Miss Rodriguez, Mr. Gilich, Mr. Goode, Manager, Mrs. Vignali, Miss Laenz and Mr. Ferres. Second row: Messrs. Gottfried,

Miguez, Pintos, Pena, Malanotti, Haywood, and Gorges. Third row: Messrs. Castro, Faronov, Routin, Matilla, Brando, del Isola, Borges and Parada.

The Lamson Paragon display room at 25 de Mayo 410 is among the largest and finest equipped to be found in the Uruguayan Republic. The photograph, reproduced at the left, clearly bears out our statement. Our friends are to be warmly complimented on the excellent arrangement of the various lines displayed.

Every member of the Lamson Paragon staff is a loyal "booster" for the Royal

typewriter, which is one good reason why the Royal is each day becoming more and more popular in Uruguay. Although their sales have steadily increased they are not at all content with that fact and they are determined in their intention to beat all past sales records. Under such capable management and with so loyal a staff, we are confident that they can and will do it. They have our very best wishes for the successful accomplishment of their purpose and the continued development of their business as a whole.



Mr. F. Van Ausdull

Factory Purchasing Agent

A plant that buys materials, supplies, equipment, etc., well over the million dollar mark yearly outside of its Pay Rolls, is recognized as a big institution, and the man who is responsible for the expenditure of such an amount must be well above the ordinary buyer.

Mr. Fred Van Ausdall or "Van," as we call him, has had about twenty years' typewriter experience, being promoted from one position to another until this important position was given him, and which he has filled with great success for several years. At the foremen's meeting at the factory, Wednesday, October 21st, 1925, "Van" gave a talk on "Purchasing," and in his usual thorough way he presented the facts in a most instructive and complete manner. He said in part:

"Our first duty is to keep the factory supplied with materials of all kinds so there will be no interruption in the production schedule, at the same time keeping the inventory down as low as possible. Of course, the more times we can turn over our inventory in a year, the better off we are, providing our operating schedule is not in danger. With a low inventory, our interest on the investment is correspondingly low, and amounts to quite an item each year."

He spoke about the necessity of knowing for what purpose goods bought were to be used and how the organization as a whole was co-operating with him to a wonderful degree. The selecting of the source of supplies, the quality of the goods, the service and responsibility of the seller, were very important, more so than price. Price was arrived at last; the other requirements were most vital to a company turning out the product that we do. He explained how specifications were arrived at, how everyone connected with the use of the goods was consulted, how tests were necessary to prove quality was correct, how month after month, these tests were carried on before we were satisfied to make the purchase.

He further stated that all salesmen were interviewed and that from three to four hundred were given a courteous hearing during the year. "We can't buy from all, but someone CAN and DOES see them. We have no use for sharp practices, anyone doing business with us must do it on a strictly business basis." He gave illustrations of many deals that showed extreme care, patience, investigation, etc., to an unusual degree.

The process of steel making from the ore was explained to those present, showing he had a very thorough knowledge of our requirements.

Some of the details were very astounding in that from a quantity basis, we were



using a tremendous volume of goods each year. Read these remarkable items, and be convinced that the Royal is arriving fast as the leading typewriter company of the World. Lumber, one and three quarter millions feet; Grey Iron Castings, one thousand tons; Strip Steel and Screw stock, fifteen hundred tons; Glass Panels, 20 miles of glass panels end to end; Key Glasses, over five millions; Rubber 75 tons; Spring Wire, 6,500 miles; Wires for links, 1300 miles; Ribbons, 700 miles; Key Rings over five millions; Wrapping Paper 20 tons; Kilowatt hours electricity consumed over two and a half millions; Water used twenty-five millions of gallons; Shop Boxes, over fifty-seven thousands; over 1700 different kinds of supplies purchased each year.

We congratulate "Van" on his clear and precise presentation of his department's work; he made a great impression on his hearers and still further increased the respect and confidence we all have in him.

Canadian News

(We have a real Live Wire Organization in Canada. Our offices and dealers are beginning to show fine speed, and we are glad to give the rest of the organization some news about this coming group of Royalites.)

A snappy little monthly is published each month for the Canadian organization which it would do your heart good to read.—Ed.)

The Canadian Organization put over another good month during November. Captain Randall and his Toronto Go-Getters led the procession, trimming Montreal by five machines, after the smoke had cleared and the dead were counted.

The Canucks are away again for December. It will not be many moons before Canada will be another ROYAL stronghold. We are watching with interest the fight being put up by such men as Holmes, Black, Canning, Vogt and Newlands. It is only a question of time until they will take their rightful place, well up in the procession of ROYAL Standard bearers. We will await December's report with interest.



Mr. Vogt

"Dutch" Vogt led the Canadian Organization for November, with 585 points. Vogt is getting better every month.

Canning led the Toronto force and was runner-up to Vogt. As a new man, Canning performs like a veteran.

"Slim" Newlands is not only a real salesman but as a Cartoonist, he is some "Cartooner." He draws all the funny pictures for the ROYAL Canadian Monthly.

December is Hockey Month in Canada. Every salesman will pull on the "mythical blades" and will carry a Hockey stick in the shape of a pen, and play for orders. Every order counts a goal. We hope the scores will run as high as cricket. Randall will lead the ROYAL Blues, while Montgomery leads the ROYAL Whites. Everything goes except biting below the knees.

The P. A.'s Viewpoint

By L. S. Wilson

(Mr. Wilson sits on "the other side" of the desk. You ought to get some real meat out of his articles.—Ed.)

You, as a Royal man, are a salesman representing an international Company. That mere fact carries with it an obligation on your part to that Company to give it honest, faithful, dignified, strong representation; to give a service in your selling that will build good will constantly, wherever you go, for the Company that hands you your commission checks.

Sitting at the buyer's desk one meets a great many salesmen during the earth's annual trip. Many are from printers. In some cases, their personal appearance and their presentation of their line, is far from attractive. A printer's "devil" out canvassing, would have a better chance, because he would be a novelty and one really would not expect very much from a little devil.

But, from a Royal man, very much is expected. He must be high grade and show it; he must not fall into the class of "order takers"; he must be dignified, be sharp and quick and know his line, so that attention to his arguments will not only be given, but compelled.

You, the Royal man, are the Royal Typewriter Company to your customer. If you are not A-1, then you do not measure up to your Company and more than that, you cast a reflection on your Company and those who manage it. Don't ever give the buyer an opportunity to even wonder why those who manage it retain your services.

If you maintain yourself and your service at as high a standard as that of your product, then you will have done a good work.

THE ROYAL IN GERMANY

(Continued from page 4)

Mr. Carl Pietzsch, head of the firm of Frederick Magnus Nfg. of Cologne, Mr. Hans Bernstein of Hamburg, Mr. Leonhard Freund, representing Chr. N. Schadt of Munich, Mr. Georg Wilkens, of Breslau and Mr. Alfons Kricke of Berlin. Buro Richter of Danzig, was appointed subsequent to the time of the convention and this, of course, explains the absence of their representative from the meeting.

In the illustration at the top is shown an exterior view of the premises of our dealer in Cologne, Messrs. Fr. Magnus Nfg. It is located on one of the principal streets of the city, and offers splendid facilities for promptly and efficiently handling the typewriter business of our dealer's large clientele.

The photo at the left shows a view of a section of the Royal Exhibit at the Hamburg Business Show, held from October 3 to 7, inclusive. The display was arranged by Messrs. Bauman & Geisler, who act as Royal distributors in Hamburg for Mr. Anton Bernstein, the Royal dealer. The Hamburg Business Show is an important one and we are certain that the display made there by Messrs. Bauman & Geisler will prove of much value.

Our new friends of the Royal organization in Germany have entered into their work with the greatest of enthusiasm. All of these new dealers have had years of experience in the typewriter business and this, combined with the splendid spirit of co-operation and friendliness that pervades the organization as a whole, is certain to bring about pronounced success in the re-establishment of Royal typewriter business in Germany.

FOREMEN'S CLUB MEETING

On Wednesday evening, October 21, 1925, the Foremen of the factory held their first regular meeting of the season. About 140 men were present, including assistant foremen, 15 and 20 year men, and the personnel of the factory Fire Department. The Royal Orchestra played during the supper, with Frank Broderick singing and John Carroll at the Piano.

The Foamite-Childs Corporation kindly showed several films on fighting fire with Foamite, which were very instructive to all present. After the meeting, an outdoor demonstration of fire fighting was given by representatives of this company, tanks of gasoline and oil being set fire to and extinguished quite readily with the aid of their compound. Fire is a deadly enemy of any plant and all methods that will protect and prevent are worth while.

Mr. F. Van Ausdall, Purchasing Agent at the factory, gave a very fine talk on methods of purchasing at the plant, particulars of which are given elsewhere in this Standard.

The Finest Thing That Was Ever Said About a Typewriter

"I greatly admire both the principles and the accuracy of the Roller Trip Escapement of the Royal Typewriter, as well as the drop forged Steel Rails upon which the carriage runs.

"It is a very beautiful piece of work, and contributes largely to the mechanical efficiency of the Royal Typewriter, which we have made standard equipment in our offices."

C. S. DORAN,
Vice-President and General Mgr.
Sperry Gyroscope Company.

An authority whose standing and knowledge are unquestioned made the above statement. Mr. Doran is operating head of the Sperry Gyroscope Company, a world-famous organization whose products are manufactured in an almost infinite degree of precision—.0025 of an inch. We have tried to broadcast this by advertising to as many people as we could reach. We are depending upon you to tell the rest of them. Use this endorsement. It is worth a great deal.

My Idea of Employment Work

By MISS MABEL SMITH, Employment Mgr., St. Paul Office

Upon what foundation is your Employment Department built? The foundation that is built by the girl who boosts for you and your machine, the girl that sends in her friends and says, "The Royal for service and splendid calls" or the girl that canvasses all of the employment agencies in your city for a position and does not care what machine she uses? To take an interest in each applicant whether she is suitable to send out on a position or not makes friends for your department who will always be ready to boost for you.

If the Employment Managers make it a point to visit a few moments with the girls who come in, they will often find where a Royal can be placed on examination or where the "young lady" has had to use a machine that was "awful," to use her expression. This information can be passed along to the salesman covering this territory and as mentioned above, often leads to placing a machine on examination and eventually to a sale.

I feel that it is a very good plan to make all the friends I can among the business women, as in many offices women have charge of hiring the help and often even do the purchasing. They will boost for you, call you for their help, and if possible purchase your machine, and that at any rate you get the opportunity of placing Royal Boosters in almost every territory. Some of the Employment Departments get more calls for office help

than they can take care of. For instance, we learn of a great many calls through the Y. M. C. A. and we are also able to be of assistance to their Employment Manager as we are in a position to turn over a great many calls to them which we cannot handle.

After an applicant has satisfactorily passed our test, I explain to her that we want a good Royal booster in a certain position and I make her feel that she is just the girl to do this for me. In fact, I make a special point to explain to all of our applicants that while our service is free, yet we would appreciate their saying a good word for the Royal at any and every opportunity. The average girl is susceptible to suggestions of this kind and a frequent statement of the fact that we want Royal boosters and a diplomatic reminder of her obligation to us for placing her in a position will bear profitable fruit when the opportunity presents itself. I do not believe that I can emphasize this idea too much. I also mention the fact to her that we have a good grade of carbon paper and ribbons on hand for all makes of typewriters, and that we would appreciate any of this business which she can turn our way.

It takes a great deal of patience and time to keep in close touch with any and all applicants but in the conducting of our Employment Department here, I find that it is time well spent.

School Department

This is the last month of our School Sales Contest. While the difference between the leaders in both divisions is very small, neither of the cups have been won. The contest, therefore, is still an open fight and one which will not be decided until the thirty-first day of this month.

Indianapolis has secured the largest percentage of its quota to December 1, and Fresno is a very close second. Louisville is third with only a few per cent. behind Indianapolis and Fresno. Bridgeport is fourth with a very large percentage of its quota for the year.

Columbus still heads the list based upon the number of times 100% of school quota has been secured, and Fresno is second. Louisville and Providence tie for third place. Bangor and Hartford tie for fourth place.

The number of school sales secured by our Branches and Dealers last month exceeds those of November, 1924.

Below is the standing of our Branches based upon the percentage of school quotas secured to December 1.

1—Indianapolis	32—Baltimore
2—Fresno	33—St. Louis
3—Louisville	34—Newark
4—Bridgeport	35—Akron
5—Columbus	—Waco
6—Grand Rapids	—Wichita Falls
7—Springfield, Ill.	36—New Haven
8—Providence	37—Johnstown
9—Peoria	38—New Orleans
10—Davenport	39—San Francisco
11—Worcester	40—Birmingham
12—Atlanta	—Des Moines
13—Rockford	—Erie
14—Bangor	41—Buffalo
15—Hartford	42—Chicago
16—Evansville	43—Philadelphia
17—Richmond	44—Cincinnati
18—Oakland	—Denver
19—Toledo	45—South Bend
20—St. Paul	46—Memphis
21—Los Angeles	47—Rochester
22—Fort Wayne	48—Houston
23—San Antonio	49—Duluth
24—Milwaukee	50—Omaha
—New York	51—Albany
25—Cleveland	—Fort Worth
26—Pittsburgh	52—Little Rock
27—Portland, Me.	—Minneapolis
28—Dayton	53—Harrisburg
29—Kansas City	54—Detroit
30—Jacksonville	55—Washington
—Youngstown	56—Dallas
31—Springfield, Mass.	

A. M. STONEHOUSE,
Manager School Department.

Employment Department

Our Employment Managers are still devoting a great deal of time to the securing of suitable positions for beginners. In November, Miss Wirtensen of our New York Office and Mrs. Clark of Boston, both placed the same number. Kansas City and St. Louis tie for second place and Pittsburgh is third. Mrs. Stewart, Employment Manager in Minneapolis made the greatest number of calls during the month and Miss Quinn, Employment Manager of St. Louis is second.

Mrs. Covington, Employment Manager at Atlanta, secured the highest percentage of her quota under positions filled and Mrs. Peek of Kansas City is a close second. Miss Quinn, Employment Manager of St. Louis is third and Miss Punecky

of New Orleans is fourth. Mrs. Peek of Kansas City secured the largest percentage of her quota under sales and Miss Quinn of St. Louis is second. Miss Blaisdell, Employment Manager of Portland, Ore., is third and Miss Hoagland, Employment Manager of Louisville is fourth.

Miss Reud, Employment Manager of our Oakland Office secured the highest percentage of her quota under positions filled. Miss Crowley of our Worcester Office is second. Miss Cleveland of Peoria is third and Miss Patterson of Columbus is fourth.

Miss Crowley secured the largest percentage of her quota under sales and Miss Patterson of Columbus is second. Mrs. Smith, Employment Manager of St.

ROYAL MACHINE-A-DAY CLUB
DECEMBER

NEW MEMBERS

C. H. CARTER
Richmond, Va.G. MOTHNER
New YorkH. PARISER
New YorkC. SCHNIRRING
New York

REPEATERS (Marked by *)

AKRON L. J. Michel	DALLAS C. D. Walker	MILWAUKEE W. A. Partee 16*	PROVIDENCE J. H. Alden
ATLANTA C. C. Crawford	DAYTON G. D. Lawless	MINNEAPOLIS M. E. Bailey	E. D. Crandall 10*
S. N. Malone	DAYTON O. P. Gilmore	NEW HAVEN W. A. Mulligan	J. L. Schora
J. W. Mann	DENVER W. H. Mitchell	NEW ORLEANS W. J. Creger	C. E. Smith
BALTIMORE E. G. Dodge 25*	DES MOINES P. S. Jones	NEW YORK F. Fritchard	RICHMOND O. H. Carter
P. F. Hamsch	DETROIT C. Bailey	NEW YORK D. J. Allingham 36*	A. Bartlett
J. A. Jean	BANGOR H. W. Boshan	NEW YORK H. J. Becker	ROCHESTER G. C. Johnson 3*
J. C. O'Keefe	BIRMINGHAM A. Patterson	NEW YORK D. N. Conklin	ROCKFORD C. C. Flagg
BOSTON L. C. Barlow 10*	BOSTON I. C. Buckley	NEW YORK W. B. DeRango 15*	SAN ANTONIO J. T. Jackson
H. E. Burton 23*	BOSTON F. I. Crocker	NEW YORK J. B. Eccles	SAN FRANCISCO E. C. Phillips
F. J. Edwards	BOSTON G. H. Palmer 7*	NEW YORK O. Gentry	SAN FRANCISCO C. H. Billington
C. J. Gildea	BOSTON C. W. Putney	NEW YORK J. L. Goodwin	T. N. Colwell
G. H. Palmer 7*	BOSTON B. W. Simpson	NEW YORK A. Graf 2*	J. C. Deardorff
C. W. Putney	BRIDGEPORT J. F. Dacey	NEW YORK R. B. Gray 2*	S. N. Howell
B. W. Simpson	BUFFALO George Hauptman	NEW YORK G. M. Guest 35*	A. F. Lines
BRIDGEPORT J. F. Dacey	BUFFALO W. W. Hodgson	NEW YORK J. E. Guy 15*	P. Pearson
BUFFALO George Hauptman	BUFFALO A. R. Lerch	NEW YORK L. Klein	C. E. F. Russ
BUFFALO A. R. Lerch	BUFFALO C. M. Pillow 13*	NEW YORK L. E. LeMaster 12*	D. B. Starrett
C. M. Pillow 13*	BUFFALO W. F. Wegener	NEW YORK E. J. Matthews 8*	SCRANTON L. B. Behan
CHICAGO W. G. Brown 3*	CHICAGO A. G. Freeberg	NEW YORK P. Mittenzweig 4*	SEATTLE H. D. Hoyt
A. G. Freeberg	CHICAGO R. C. Goldblatt	NEW YORK G. Mothner *	SPRINGFIELD, ILL. C. A. Stevenson
R. C. Goldblatt	CHICAGO B. P. Hamill 19*	NEW YORK H. Pariser *	SPRINGFIELD, MASS. S. C. Waters
B. P. Hamill 19*	CHICAGO R. F. Hoyt	NEW YORK D. D. Raine	ST. LOUIS G. M. Davis
R. F. Hoyt	CHICAGO E. H. Johnson	NEW YORK G. Rannenberg 21*	I. H. Kennedy 6*
E. H. Johnson	CHICAGO J. C. LaBorence	NEW YORK R. C. Robinson	H. H. Nunamaker *
J. C. LaBorence	CHICAGO W. B. Larsen 20*	NEW YORK J. Schwartz 24*	L. F. Reynolds 4*
W. B. Larsen 20*	CHICAGO H. Nuhn	NEW YORK C. Schnirring *	C. D. Sparwasser
H. Nuhn	CHICAGO A. J. Redding	NEW YORK S. Sykes 6*	L. E. White 12*
A. J. Redding	CHICAGO J. M. Roberts 26*	NEW YORK G. N. White	ST. PAUL P. D. Snow
J. M. Roberts 26*	CHICAGO A. C. Wheeler	NEW YORK J. E. Grissinger	TOLEDO E. L. Knott
A. C. Wheeler	CHICAGO L. E. Wilson 8*	NEW YORK L. A. Dunn	WACO S. H. Slaughter
L. E. Wilson 8*	CINCINNATI G. J. Holder 4*	NEW YORK H. K. Goslin	WASHINGTON J. H. Hanson
CINCINNATI G. J. Holder 4*	CINCINNATI W. H. Peate	NEW YORK H. C. Pindar	WASHINGTON E. V. Sherry
W. H. Peate	CINCINNATI M. C. Hull 20*	NEW YORK C. E. Tregear	WASHINGTON J. W. Turner 13*
M. C. Hull 20*	CINCINNATI W. H. Rodgers 5*	NEW YORK A. R. Davis	PITTSBURGH J. E. Eskey
W. H. Rodgers 5*	COLUMBUS L. V. Bell	NEW YORK A. M. Felsner	PITTSBURGH M. V. Miller 36*
COLUMBUS L. V. Bell	COLUMBUS G. C. Kinnamon	NEW YORK M. V. Miller 36*	PITTSBURGH W. E. Ayers
G. C. Kinnamon	COLUMBUS G. C. Kinnamon	NEW YORK G. D. Roe	PORTLAND, ORE. C. E. Gray
			PORTLAND, ORE. G. D. Roe

DEALERS' M. A. D. ROSTER—JANUARY TO OCTOBER

Mrs. S. D. Hendley 10*	Mr. H. G. Bancroft 3*	Mr. E. J. Hilton
Mr. R. N. Pound 3*	Mr. R. N. Pound 3*	Mr. J. F. Wickoff
Mr. H. J. Roof 10*	Mr. E. H. Benson 2*	Mr. L. Pollak
Mr. J. E. Gaffaney 9*	Mr. G. E. Lucas 2*	Mr. H. E. Macarthur
Mr. W. R. Prior 9*	Mr. L. Barber 2*	Mr. G. A. Pearce
Mr. R. W. King 8*	Mr. A. Wattell 2*	Mr. R. N. Swadener
Mr. J. C. Good 5*	Mr. W. W. White	Mr. R. Haugaard
Mr. H. J. Smith 4*	Mr. R. A. Samson	Mr. R. K. May
Mr. F. J. Haberle 4*	Mr. O. G. Penegar	
Mr. F. Myers 3*	Mr. R. H. Preston	

FOREIGN MACHINE-A-DAY CLUB

CANADA—Royal Typewriter Company, Ltd.

T. G. Lewis, Ottawa

GREAT BRITAIN—Visible Writing Machine Co., Ltd., London

1—H. D. Ebbutt*	7—J. Sears	13—C. A. Bak	19—H. V. Schofield
2—J. Harrison	8—W. H. Roberts *	14—F. W. Johnson	20—J. C. Barlow
3—F. Tree	9—W. D. Morgan	15—S. H. Goodwin	21—J. W. Barker
4—H. W. D. Buck	10—B. Harris	16—A. J. Van Dervelde	22—F. I. Soan
5—Salter	11—A. F. Thomas	17—P. C. Fielding	23—S. V. Hall
6—H. Herman	12—L. Harris	18—A. W. Thomas	24—E. Wood
			25—J. B. Worley

AUSTRALIA—Sydney Pincombe, Ltd.

1—W. J. Sheehy

2—R. G. Good

3—E. W. Rutledge

CHILE—W. R. Grace & Co.

1—Mrs. R. D. de Sierra

2—Oscar A. Godoy

CZECHOSLOVAKIA—Joseph Foist

1—Alois Foist

2—L. Mazanek

3—J. Hejzman

4—A. Smatlak

5—Ladislav Foist

MEXICO—M. E. Raya & Company

1—Alfredo Aguirre

2—Alonso M. Garza

3—Alfredo Garza

4—Carlos S. Garza

Paul and Miss Cleveland of Peoria, tie for third place. Below is given the standing of our Branches and District Branches for November.

BRANCHES

1—Oakland	9—Grand Rapids
2—Worcester	10—Milwaukee
3—Peoria	11—Birmingham
4—Columbus	12—Newark
5—Akron	13—Rochester
6—St. Paul	14—Providence
7—Portland, Me.	15—Bangor
8—Johnstown	—Rockford
—Omaha	

DISTRICT BRANCHES

1—Atlanta	1—Kansas City
2—Kansas City	2—St. Louis
3—St. Louis	3—Portland, Ore.
4—Minneapolis	4—Louisville
5—New Orleans	5—Atlanta
6—New York	6—Pittsburgh
7—Portland, Ore.	7—Minneapolis
8—Boston	8—Baltimore
9—Cleveland	9—Indianapolis
10—Detroit	10—Philadelphia
11—Philadelphia	11—Washington
12—Chicago	12—Cleveland
13—Indianapolis	13—Chicago
14—Dallas	14—New York
15—Buffalo	15—Dallas
16—Pittsburgh	16—Boston
17—Washington	17—Buffalo
18—Detroit	18—Detroit
19—Cincinnati	19—Cincinnati
—New Orleans	